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College To Install Snack Bar By Fall Will Be Located In Men's Lounge

The latest information from the office of President Job points toward the installation of a coffee and snack bar in the Men's Lounge. Construction is expected to start this summer and the project will be ready for use at the beginning of the fall semester.

This will be the climax of a series of plans, campaigns, letters to THE ITHACAN and editorials that have, for the past several years, recognized the need for such a snack bar.

The estimated cost of \$6,000 was the prohibitive factor in any school organization taking over the project and, as would be expected, the college will cover the entire cost.

A full-time manager will be hired

to operate it, but student help will be utilized as much as possible. The final plans for the bar were completed under the direction of Mr. James Winter, director of the Business department. No bids for the construction have been offered as yet, but it is expected that a local firm will get the assignment.

In a recent interview, Dr. Job stated, "Many of us have thought for some time that the idea of a snack bar would be advantageous and convenient to the students. But the college hasn't proceeded that way because organizations and students didn't make one available. Since it now appears that the project is too expensive, the college expects to carry it through in time for use next year."

Specifications for the bar have not been released as yet, but reliable sources say that it will extend the length of the north wall of the lounge. Lighting, tables and chairs will be included in the new furnishings.

The menu for the snack bar will include many kinds of cold sandwiches, breakfast foods, pastries, all types of beverages, ice cream, etc. Practically everything will be covered except hot sandwiches and full course meals.

WCC Receives Adoption Papers For Korean Child

Adoption papers for the IC Korean Child have been received by the W.C.C. The child, adopted through the Foster Parent's Plan for War Children, is a seven-year-old Korean boy named Kim Nam Sun.

The Kim family had lived in On-chong-Ri when the Communists invaded in 1950. Nam's brother was taken into the service and his father, who was a banker, was executed as a "political enemy." With this tragedy to the family, his mother, grief-stricken, abandoned her comfortable home and fled on foot to Seoul where she hoped to find aid from a brother-in-law. When they arrived, no one was to be found, so they continued southward. In Pusan, the mother collapsed from starvation and exhaustion. Little Nam tried to comfort her, but she died soon after. Frightened and starving, Nam was picked up by a city policeman and placed in the home where he now resides.

Nam is a friendly fellow, lively and fun-loving. He is in his first year of school he is an interested, attentive pupil who learns readily.

Although the full amount of \$180 was not raised in IC's campaign, the school has adopted Nam for an eight-month period, using the \$118 collected to its fullest value. It is possible to receive monthly correspondence with Nam by contacting a member of W.C.C.

IC Faculty Featured In Two-Piano Concert

Last night in the college theatre, faculty pianists Frang Page and Joseph Tague were heard as a team for the ninth time in their annual concert of music for two pianos. The following works were performed: *Prelude and Fugue* by Dietrich Buxtehude; a Page arrangement of the sixteenth century *Slelliana*; *Preludio in E* from the *Sixth Sonata for Solo Violin* by J. S. Bach; Schubert's *Andantino Varie*, Opus 84 No. 1; Brahms' *Variations on a Theme by Haydn*, Opus 56b; *Synthetic Waltzes* by Virgil Thomson; *L'apres midi d'une faune* by Debussy; and *Russian Easter*, Opus 5 No. 4 by Rachminoff.

Charlie Chatfield, WHCU Newsman, Praises College

Charlie Chatfield, WHCU newsman, in his Letter to the Editor Department of the 12:15 p.m. News heard daily Mon. through Fri. on WHCU, wrote a letter of interest to all who have any interest in IC or its activities. It helps prove that the College is appreciated and is important. The letter, which was broadcast on Friday, April 23, follows:

"Students at Ithaca College these evenings are demonstrating a lesson the general public should not ignore. Those who have seen the acting and stagecraft, and heard the music of Carousell, have been made aware once more that students at this college perform with almost professional competence. But should we examine this application of talent more deeply, we find it symbolizes something greater, for each polished performance, whether it's a play, a baseball game or a concert, illustrates that Ithaca College is fulfilling its mission as a specialized professional school.

"Those who have lived in Ithaca during the past ten years appreciate the difficulties in fulfilling that mission. But to newcomers, it's worth explaining that more than average institutions of learning, Ithaca College was buffeted from one extreme to another by the war and post-war years. Enrollment by 1944 had dropped to two-hundred students, whereas with the great influx of G.I.'s after the war, enrollment zoomed to the fifteen-hundred mark. This was due in part, also, to the

and his Orchestra will provide the music for "The Mardi Gras Ball," Sat., May 8 at Ide's Drome. Ginnie Powell of the Lucky Strike Hit Parade will be featured as singer.



Boyd Raeburn

TAP To Present Original One-Acts Of IC Students

Theta Alpha Phi will present three original one-act plays on Fri., May 7, and Sat., May 8, in the College Theatre at 8:15 p.m. The first and second prize-winning plays were written by James Hashim.

Future Perfect, written and directed by James E. Hashim, takes place in the year 2024 A.D. at Jefferson City, seat of the government for the World Federation of Peace. The cast includes: Boris Sarda, Sylvia Clark, Vernon Hinkle, Tom Monsell, Claus Evans and Malcolm Galatz.

The second play, *Before Gabriel Blew*, was written by Vernon Hinkle and directed by Bob Belfance. Appearing are: Don Pultz, Jack Hewitt, Bruce Faollmer, Ed Muscicus, Barbara Drexler and Claus Evans.

From All Evil, also written by James Hashim, is directed by Jim Parisi. The scene is a convent in Spain. Cast in the one-act are: Mona Bizzarri, Lloyd Meeker, Paula Kleinman, Joanne Deisig, Jerry Raschmiel, James McKenna, and James Gilmore.

Alumni Weekend Set For May 21-23

Alumni who have never been able to return for reunion are going to make a special effort to be in Ithaca this year on May 21-23.

An informal open-house at the home of President and Mrs. Leonard B. Job is scheduled for Friday evening. The Drama Department will present a new comedy, *Millions of George*, Saturday morning. Alumni are invited to visit classes until 11 a.m., when the College orchestra will give a concert at Ithaca High School. A luncheon at the Ithaca Hotel will follow. In the afternoon, gymnastic team work, followed by Folk and Square dance.

(Continued on page 3)

(Continued on page 3)

Game, Parade, Dance Are Features Of Big Weekend

Ithaca College Week-end, sponsored by the Junior Class, will start next Fri., May 7, with a rally in front of dining hall at exactly 12 noon.

Baseball Game

At 8 o'clock Fri. evening the IC Bombers will meet Rensselaer Polytechnic Institute (R.P.I.) on the baseball diamond. R.P.I. comes to Ithaca with its usually strong nine and poses a real hurler for Bucky Freeman's proteges.

Dixieland at Joe's

Following the baseball game there will be a session of real dixieland jazz as played by its foremost advocates at I.C. at Joe's Restaurant, corner of Buffalo and Meadow streets.

Dixie Furst, member of the old "Lake City Tailgaters", says, "This ought to be a real frantic fiasco. Yeah, man, this oughta' be real George."

Float Parade

At 1:30 p.m. Sat., the float parade will get underway from in front of the Administration building. Entries have been received from most of the fraternities and sororities and from several other organizations in the college.

Coronation

Immediately after the float parade (Continued on page 7)

All School Career Conference Planned

Plans are now under way to stage an All-School Career Conference, the tentative dates being Dec. 3 and 4, 1954.

In the past these conferences have been limited to the Business department only, but are now to be opened to each department of the college.

They were started in 1950 under the direction and sponsorship of Kappa Psi Alpha, Ithaca College business fraternity. The second annual conference was held in 1951, but the Korean war and the difficulty of obtaining suitable speakers curtailed the event until now, when it will become an annual affair of the College.

These Career Conferences consist of having prominent men and women, experts in their fields, come to the College and give a series of lectures and speeches. They attempt to give the student an inside look at the various industries, citing the specific needs and exact requirements of the field.

Speakers at past conferences who have imparted invaluable information to Ithaca College students have been such people as Mr. J. E. Robison, Vice-Pres. in charge of Sales of Tectron, Inc.; Mr. Charles LaFollette, Vice-Pres. and Treasurer of Corning Glass Works; Mr. Robert H. Austin, Personnel Director of International Business Machines (I.B.M.); and Miss Ellen VanDusen, Executive Sec. of Crouse-Hinds Co. of Syracuse.

The speakers for the 1954 conference have not yet been announced, but it is expected that they will be made known before this school year is over.

Spring Traditions

Just as sure to happen as flowers in May, Saturday classes, or rain in Ithaca, is a certain college tradition as old as Harvard itself. This annual event, in most colleges, goes by the name of "Spring Week-end".

Invariably, the weather for this week-end will be the least spring-like, and the best laid plans for its promoters will quite often go astray. I guess that's the tradition, too.

The pattern for a spring week-end has been pretty well established. They usually commence on a Friday with a baseball game or crew race or some other sporting event. Friday evening there is often an informal dance or party where everyone can just let their hair down and have a good time.

Saturday is traditionally the big day, usually starting out in the morning with a float parade. All the fraternities and sororities, with other major organizations on the campus, generally end up working into the wee hours in a frantic effort to make theirs the prize-winning float.

Then, sometime Saturday afternoon, before the Grand Ball, a coronation ceremony is in order. Here, with much pomp and flourish, the King and Queen of Spring Week-end are crowned. The Royal couple reign over the highlight of the week-end, the Grand Ball, and are usually looked upon as the king and queen of the entire college for the coming year.

After the hustle and bustle of the night before, Sunday usually provides a welcome respite. Some sort of informal picnic is scheduled and the order of the day is lounging around, toasting marshmallows, or something.

Which Reminds Us ----

Next week-end is Spring Week-end at Ithaca College. The formula here is just about the same as it is in any other college in the country. The difference in our week-end should lie in its perfection. Yes, when you think about it, we should just about have a perfect Spring Week-end.

First of all, we're a Phy-Ed school and, to date, have an undefeated baseball team. Therefore, we should start the week-end off a winner when we beat R.P.I. at Percy Field, Friday evening.

Secondly, with all our scene designers and artists around school, the Saturday float parade should be a colorful extravaganza rather than a dull, drab cortege of old wagons and disinterested students.

And the coronation. With a school full of stage technicians, producers, and directors, the coronation ceremony should prove a majestic and regal production, instead of one with the usual hit-and-miss, "blushing bride" effect.

The Mardi Gras Ball, the prominent feature of the week-end, needs no elaboration, and can easily be called "the social event of the IC school year."

Providing the climax for the week-end will be a College group celebrated throughout the state as well as locally, the Ithaca College Choir. Their concert will be Sunday evening, a perfect ending for a perfect week-end.

The Ithacan



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Published bi-weekly for the students and faculty of Ithaca College. Contributions and suggestions are invited but will not be printed unless signed. Signatures will be withheld upon request. Views expressed by columnists within their signed columns do not necessarily reflect editorial policy or opinion.

Roving Reporter

By Hal Fletcher

Question: What was the most memorable day in your life?



Pat Cristello: The most memorable day of my life was the day I came out of amnesia, wondering what I'd done in the previous four days.

Vince Cross: The most memorable day I can think of was the day I arrived from overseas. San Francisco never looked so good.



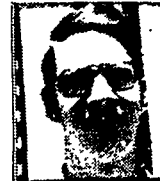
Shelly Pearl: It was a terrible day. I shall never forget it. My pet turtle was loose on a train, and we couldn't find it. (Finally found it in the water fountain.)

Vern Hinkle: The day the roving reporter asked me a question and I couldn't think of an answer.



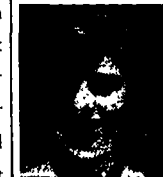
Beth Catsiff: I'll never forget the day I saw the Giants play baseball in the afternoon and the Knicks play basketball the same night.

Bruce Follmer: The biggest day in my life was the day I got an A from Mrs. Bldgett! (How 'bout that?)



Pat Rosenbluth: The day I drove through New York after only two driving lessons and no permit.

Marlene Seels: Quote: What kind of a question do you call that? Un-



Joan Kent: I'll look to the future and say that I'm sure it will be the day that I get my aviator's licence.

Roy Hardiman: In all sincerity, the most memorable day in my life was the day of my birth. However, my memory is rather vague, and all I have heard are bizarre reports.



Sy Schoor: One of the most memorable days of my life occurred last spring when I was elected president of the "Up-town Social Club" (most active club on campus).

Calendar of Events

Fri., April 30		
Square Dance	8:30-12	Aurora Gym
One-Act Plays	4	Green Room
Movie: The Emperors Nightingale	8:15	Willard Straight Hall
Barbershop Quartet Contest	8:30	Willard Straight Hall
Specialty Concert	8-11	Willard Straight Hall
Engineers' Day	All day	Engineering Buildings
Sat., May 1		
Polo	8:15	Polo Field House
Straight Philharmonic	9:30	Willard Straight Hall
Cornell Day (Exhibits)	All day	Cornell Campus
Sun., May 2		
Afternoon Organ Concert	4:15	Sage Chapel
Mon., May 3		
Lecture by Dexter Perkins	8:15	Olin Hall, Rm. M
Tues., May 4		
Newman Club	7:30	Annex, Rm. 22
Fred Waring Concert	7 and 9:15	Bailey Hall
Wed., May 5		
IDEO	7	Men's Lounge
WCC Initiation	4:30	Women's Lounge
Lecture by Prof. Amoroso (Zoology)	8:15	Olin Hall, Rm. M
Asian Evening	6	Annabel Taylor Hall
Thur., May 6		
TAP One-Acts	8:15	College Theatre
Sports Car Talk	8	Willard Straight Hall
Lecture by Eric Johnson	8:15	Bailey Hall
Fri., May 7		
TAP One-Acts	8:15	College Theatre
One-Act Plays	4	Green Room
Music Weekend	8-11	Willard Straight Hall
Sat., May 8		
Float Parade	11:30	IC
Jr. Prom	10-2	Ide's Drome
Bermuda Party	9:30-1	Willard Straight Hall
Music Weekend	9-12	Willard Straight Hall
Polo	8:15	Polo Field House
Sun., May 9		
Jr. Class Picnic	1-4	Enfield Glen
Music Weekend	8	Willard Straight Hall
Acapella Choir	4:15	Sage Chapel
Mon., May 10		
SAI Formal Musical	8:15	College Theatre
Lecture by Prof. Van Niel (Biochem)	8:15	Olin Hall, Rm. M
Tues., May 11		
University Orchestra	8:15	Barnes Hall
Lecture by Prof. Van Niel	8:15	Olin Hall, Rm. M
Wed., May 12		
Cornell Dramatic Club: Iolanthe	8:15	Willard Straight Hall
Thurs., May 13		
Lecture by Prof. Van Niel	8:15	Olin Hall, Rm. M
Cornell Dramatic Club: Iolanthe	8:15	Willard Straight Hall
Fri., May 14		
Cornell Dramatic Club: Iolanthe	8:15	Willard Straight Hall
Specialty Concert	8-11	Willard Straight Hall
Octagon Club: Brigadoon	8	Bailey Hall

Musically

by Larry Roy

Last Wed. evening Richard Strauss of the Music Department presented an organ recital at Sage Chapel, Cornell University. He presented his recital on a time-honored instrument which for centuries has been an important factor in composition of music.

The organ was not always regarded as highly as it is today. In the early church services the organ was banned because of its earlier history. Dating back to the Pipes of Pan and the bagpipes of ancient civilizations, the organ in its first forms was associated with pagan rituals and as a result the church avoided the obvious connotation the organ presented. The first organs were crude affairs using hand bellows operated by water power. The first record of an organ dates back to the inventor Ctesibius (170 B.C.). His pupil, Heron, wrote a description of the organ. During the early Middle Ages the organ was finally fully accepted into church services and from that time on it saw many vast improvements including an increase in the amount of music composed for it.

The early organ had keys or manuals which had to be repressed by means of hitting it with a fist or an elbow to produce a sound. As a result the organ was used

principally as a single note accompaniment to church chants (also called Plain Chant, Plain Song and Gregorian Chant.) Later with the development of the harmonic principal of composition the organ underwent radical changes. Pedals were added, and a new principal of manual (keyboard) construction was introduced and more pipes added.

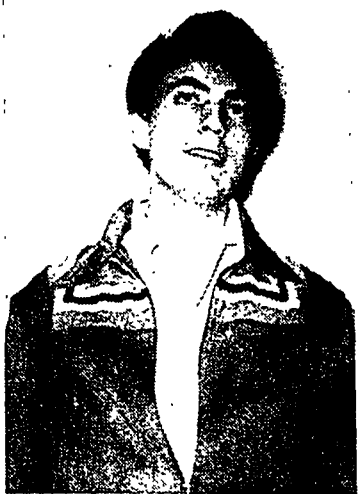
By the time of Bach the organ had reached a high standard of construction and development which resulted in the great composer being able to obtain the best possible music from this massive instrument.

The organ is capable of vast musical ranges and can sound like a full orchestra since it has in its make-up pipes of various design having essentially the same timbre as the orchestral instruments. Through use of different "stops", the organ has innumerable possibilities of tone color and volume.

With the latest development of the electronic organ this instrument is rapidly taking the place of piano and other instruments as a medium of musical expression in the modern home. Since the instrument does not take up too much space it is becoming more popular and its users are finding greater value in organ music.

Senior Spotlight

by Dick Tedeschi and Sally Applegate



JIM PARISI

In fifteen minutes, the curtain would rise on the last Ithaca College performance of *Carousel*, and downstairs in the Green Room, everyone was being sentimental. But Jim Parisi was finishing up his make-up. Jigger was the last of his I.C. characterizations, Jim's stay at college has been, for the most part, one of dramatic activity. He came to I.C. on a drama scholarship as a radio major, but later switched to drama.

His first year, Jim was cast in a Theta Alpha Phi one act. His first role in the major productions came that year, too. He was in *Judgment Day*, and in *Othello*, he carried a lantern twice. That summer, Jim spent three weeks as assistant tech man at Keuka Summer Theatre.

As a Sophomore, he was cast as Toto in *A Ball for the Imaginative*, a one-act play. Toto was his favorite role. He was Cleante in the *Imaginary Invalid* and stage manager of *Uncle Yanya*. He landed the part of Jeff in *Curious Savage* and two smaller roles in *Henry IV* and a *Readers' Theatre* production of *A Comedy of Errors*. Jim has been cast in *Scampers* for three consecutive years.

The following year, Jim was cast in four productions: he was Orante in the *Misanthrope*, Edmond in *Bachelor Born*, Laertes in *Hamlet*, and the messenger in a *Readers' Theatre* production of *Antigone*.

Jim started off this year with the role of Malcolm in *Macbeth*. Then came *The Man*. *Antigone* did a repeat performance, and then Jigger marked his final stage performance at Ithaca College.

Now, Jim is directing James Hashim's prize winning one-act, *From All Evil*. After graduating, Jim plans to give Uncle Sam a little help and then work with a non-commercial art theatre.



JOANNE MANWILLER

On closing night of *Carousel*, everyone was feeling somewhat sentimental. One of the year's best shows had come to an end. Joanne Manwiller, who gave a moving performance as Julie, was regarding the closing of the show with mixed emotions of relief and regret. She had just finished adding one more valuable experience to her already impressive list of musical accomplishments.

Joanne became interested in singing during her childhood in Reading, Pennsylvania. Her first practical experience came in Reading High School where she sang in choir, concerts, operettas, and talent shows.

When Joanne came to Ithaca College four years ago, her goal was pretty well set on singing. She joined the choir, which she has remained in for four years, and understudied one of the leads in *Let's Make an Opera*. She displayed musical versatility by playing the flute in band and singing and dancing in *Scampers*. In her sophomore year, in addition to choir, she was a soloist at the Lutheran Church. Jo's Junior year was a busy one. She joined SAI; played Dorrie Davis, the lead in *Scampers* of 1953; and sang in the chorus of the Civic Opera Company's production of *Don Giovanni*. This year, JoAnne became the director of the Lutheran Church Choir and Chaplain at SAI. She played Barbarina in the *Marriage of Figaro*. Her performance in *Carousel* speaks for itself.

Jo's immediate plans following graduation include marriage and living in Greene, New York, where she plans to work with the Triple Cities Opera Workshop. This interviewer predicts a wonderful future for a wonderful girl.

requirement of all Marine Officers. Specialist training and specialist duties are available to qualified officers after completion of the basic officers training course, Captain Hecker pointed out. Just some of the specialists available include artillery, communications, disbursing, personnel, supply, food service, photographic interpretation, engineering and many others.

Competition is expected to be extremely keen for the quota of the next class. All interested students are urged to write Captain Hecker at Room 405, Post Office Building, Buffalo 3, New York, at the earliest date. A visit to the campus is anticipated by Captain Hecker during the month of May; however, many factors may cause this proposed visit to be cancelled.

In Raleigh, N.C., arrested for vagrancy, Ohioan John Palenkas explained why he was in town: "All the Southern bums are in Ohio taking the bread out of my mouth, so I (decided to) go on the bum down South."

I.C. Host To NYSSMA Music Festival Fri. & Sat.

Ithaca College will be host Friday and Saturday to between 1,000 and 1,700 high school students and teachers for the sectional music festival of the New York State School Music Association.

Besides Ithaca College facilities, the Ithaca High School will be utilized, through the cooperation of the Board of Education, Superintendent of Schools William L. Gregg, and Miss Bernice Finch, director of music.

Dean Conrad H. Rawski of the School of Music of Ithaca College is chairman of the local staff in charge; Miss Helen E. Orr of the faculty, vice-chairman; and Harry L. Both, student chairman. Students from the School of Music will assist in carrying out the program.

The program will begin at 1:20 p.m. Friday, with individual auditions, which will continue through Saturday.

The public is invited to the programs by the orchestras, bands, and choirs.

The McGraw and Lansing (Ludlowville) bands will play at 8:30 and 9 p.m., respectively, Friday, in the College Theatre.

Orchestras and a band will be judged from 9 a.m. to noon Saturday. They include Lansing, (Ludlowville), Cortland, Auburn, Haverling (Bath), and Greene orchestras, and the Auburn band. Performances will be in the Ithaca College Theatre.

From 1 to 5:30 p.m. Saturday, the following bands will play: Chenango Valley, Endwell, and Henry B. Endicott Junior High Schools; Waverly, Addison, Fabius, Marathon, and Savona High Schools.

In the Ithaca High School auditorium from 1 to 5 p.m. Saturday the following choirs will sing: Canisteo, Fabius, Endwell (girls), Watkins Glen Junior High, Geneva Varsity, Watkins Glen (girls), Geneva (boys), and Cortland.

From 7 to 10 p.m. in the College Theater the following bands will present concerts: Geneva, Owego, Cortland, Binghamton North, and Waterloo.

Alumni - - -

(Cont. from page 1, col. 4)

ing will be presented in the Seneca St. Gym.

The only out-door event scheduled is the Clam Bake at Hillendale Golf Club from 5 to 8 p.m. Afterwards, an informal meeting will take place at Joe's.

As a final performance of the weekend, the band will play at 3 p.m. in DeWitt Park.

IC Players To Perform in Syracuse

Today at 2:00 p.m., five members of the Drama department are leaving for Syracuse where they will present scenes from Shakespeare's *Hamlet*, *Taming of the Shrew* and *Macbeth*. The performance will be given at a banquet at the Hotel Syracuse for the New York State English Teachers' Association. The five actors, Lloyd Meeker, Paula Kleinman, Joan Staub, Robert Moss and James Hashim will be accompanied by Mr. Eugene Wood.

OPPORTUNITY

For Unique Experience
In Human Relations

A limited number of positions as Psychiatric Aides are available to college graduates at one of America's foremost psychiatric clinic-hospitals. If you are interested in psychiatry, psychology, personnel work, teaching, or social work, this is a valuable opportunity for practical on-the-job experience in the basic areas of human relations. You will also enjoy the benefits of living in a stimulating atmosphere with congenial people. You will have complete room, board, recreational and social facilities plus a cash salary. For further information write to: Barbara St. John, Director of Personnel, The Institute of Living, 160 Retreat Ave., Hartford, Conn.

GREEN ROOM PRODUCTIONS

presents

2 ONE-ACT PLAYS

4:00 P.M. IN THE GREEN ROOM

FRIDAY, APRIL 30

NO ADM. CHARGE



The Alumni Athletic Equipment Co.

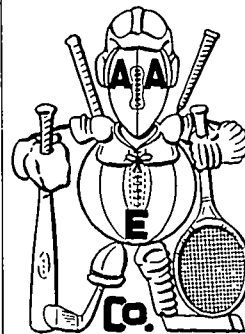
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Is the Students' Store

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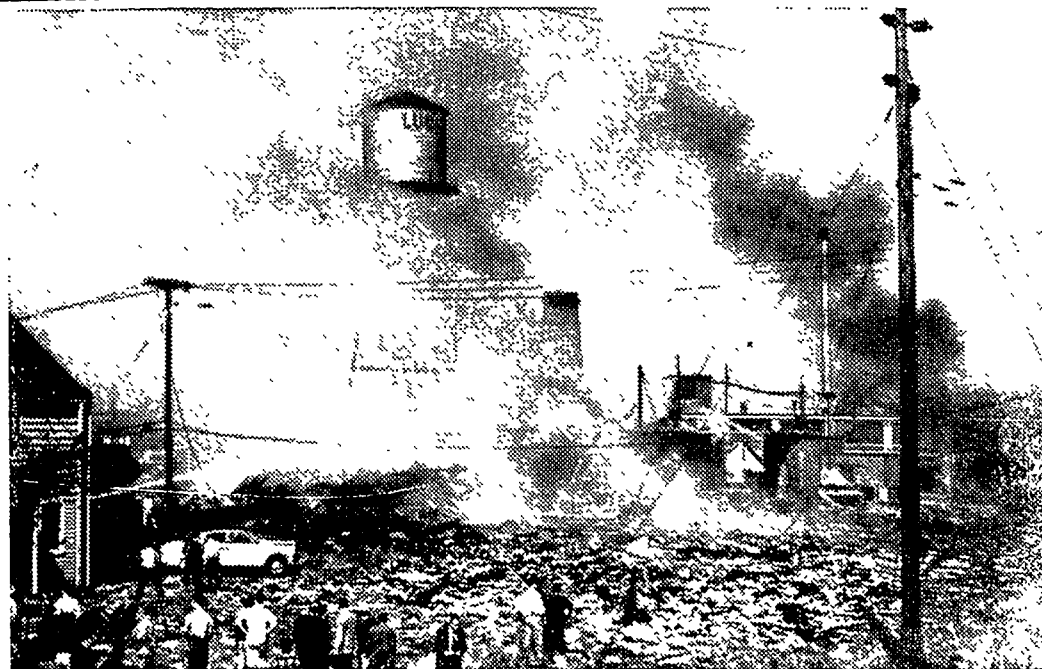
ATHLETIC AND RECREATION EQUIPMENT

Operated by I.C. Alumni



Officer Candidate Course To Reopen on May 1

The Marine Corps announced today that the Officer Candidate Course for seniors and graduates will reopen on May 1st, 1954. Captain James S. Hecker, the Marine Corps Officer Procurement Officer, advises that he will accept applications after May 1st, 1954 for the class to convene in late summer. Under this program applicants accepted receive a short indoctrination course and then are commissioned as Second Lieutenants in the Marine Corps Reserve. Immediately after commissioning each officer is assigned to a five-month basic officer training course which is held at Quantico, Virginia. Attendance at this course is a re-



"We Found Men Still Alive Under This Rubble!"

Unlike most folks, we doctors live with tragedy. We try to anticipate it — prepare for it. Because, when disaster strikes, everyone looks to us for help. But how can we help when only a blood transfusion will save a life...and no blood is available. *Giving blood is your problem!* The time to give it is now — before disaster strikes!" Call your Community or Hospital Blood Bank or Local Red Cross Chapter. Make an appointment to donate blood — now!

MARDI GRAS TIME AT

THE Ithacan PRESENTS. T

Seniors are Kings and Queens . . .



Joanne Manwiler—'54
Music, Reading, Penna.



Vince Castelli—'54
Music, Schenectady, N.Y.



Marion Colberg—'54
Music, Silver Creek, N.Y.



Gene Rosmus—'54
Music, Shickshinny, Penna.



Anne Blakeman—'54
Music, Rochester, N.Y. Ph

SPRING WEEK-END, 1954

FRIDAY, MAY 7

Week-End Rally
Baseball Game
Dixieland Jam Session

12:00 noon, Dining Hall
8:00 p.m., Percy Field
10:00-2:00 a.m., Joe's

SATURDAY, MAY 8

Festival Parade and May Dance
Coronation
Mardi Gras Ball

1:30 p.m., Downtown
2:00 p.m., College Theatre
10:00-2:00 a.m., Ide's Drome

SUNDAY, MAY 9

Olympic Games and Picnic
IC College Choir Concert

1:00-4:00 p.m., Enfield Park
8:15 p.m., College Theatre



Bix Ackerman—'55
Speech, Oneida, N.Y.



Bill Chapman—'55
Business, Elmira, N.Y. Mus

. . . . Frosh and Sophs, the Entourage



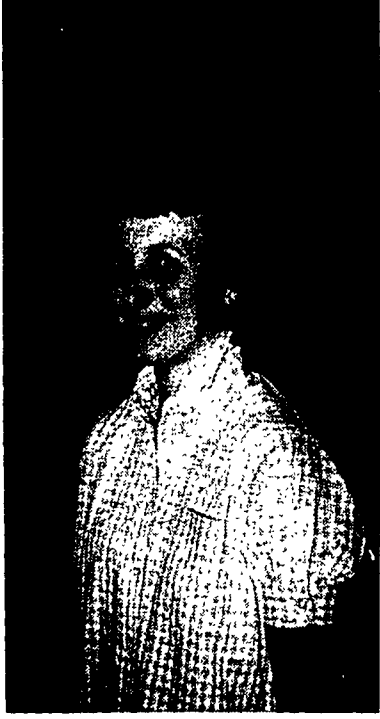
Ruth Brauch—'56
Physio, Rochester, N.Y.



Trudy Whilden—'57
Music, Cape May Court, N.J.



Shirley Mellon—'57
Music, Waverly, N.Y.



Barbara Szalkowski—'56
Physio, Utica, N.Y.



Sharon Whitney—'56
Speech, Panama, N.Y. Lib.

AT SPRING WEEK-END

. THE I.C. ROYAL FAMILY

Float Parade Downtown Phi Mu Band to Lead Way

At exactly 1:30 p.m. next Saturday, the float parade will get underway from in front of the administration building on E. Buffalo St. Leading the marchers will be the Phi Mu Alpha Marching and Chowder Society Band, 40 pieces of blaring brass and rolling drums, with Pete Eckhardt marching at its head.

The route of the parade will be: west on Buffalo St. to Cayuga; north on Cayuga to Court; east on Court to Aurora; south on Aurora to State St.; west on State to Cayuga; north on Cayuga, past the judges' stand, which will be in front of the Hotel Clinton; and back up Buffalo to the administration building.

The Judges for the parade will be Mr. Earle DeMotte, proprietor of the Corner Book Store; the Mayor of Ithaca, the Hon. Ivan Cook; Mr. Don Simmons of the Hotel Clinton; Mr. Nick Floros of the Nor-

mandie Restaurant; and Mr. Dave Saperstone of the Sport Shop.

According to Joanne Deisig, chairman for the parade, the judging will be based on the beauty and originality of the floats. Ten points will be allowed for each factor and the scoring to be done much the same as in a boxing match.

The winner of last year's parade was Hilliard House. The theme of the weekend was "movies" and their float depicted a scene from "Tobacco Road." They are now in possession of the trophy which will be awarded to the winner this year.

Late Bulletin From S. Council

At the annual nomination of officers meeting of the Ithaca College Student Council, held last night, the following people were nominated to offices on the 1954-55 Council:

Nominees for President:

Eleanor Alpart—'55, Speech, Delta Phi Zeta.

Robert William—'55, Music.

George Lamkins—'55, Business.

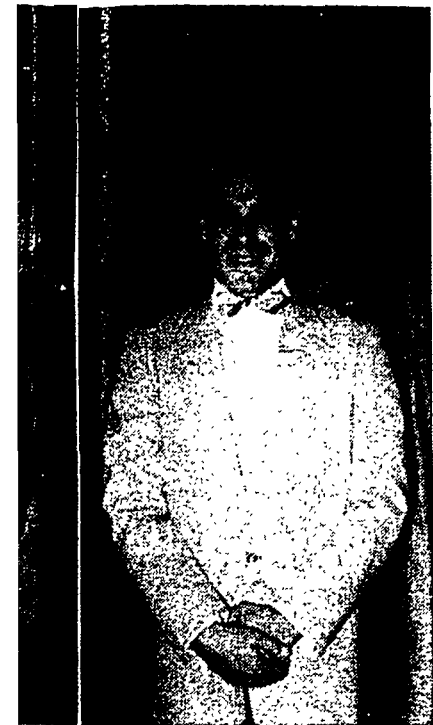
Nominees for Vice-President:

Jerry Rachmiel—'56, Speech.

Sal DiFazio—'55, Business.

Donald Angell—'56, Physio, Phi Theta Phi.

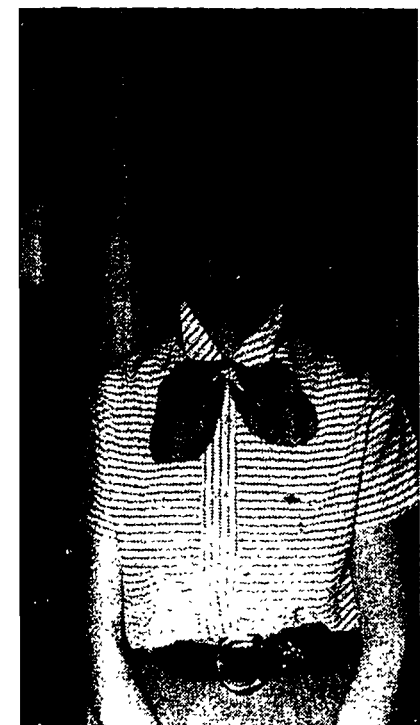
Voting for these nominees will take place Thurs. and Fri., May 6 and 7. In charge of elections is Joy Stowell and Florence Baldwin.



'54 Joe Salvato—'54
N.Y. Phy-Ed., Ballston Spa, N.Y.



Diane Benbow—'54
Music, Hamburg, N.Y.



'55 Gloria Haywood
N.Y. Music, Mount Morris, N.Y.



Mona Bizzarri
Speech, Carmel, N.Y.



Bob Gerlack—'55
Music, White Plains, N.Y.



Kay Lynch—'55
Phy-Ed., Staatsburg, N.Y.

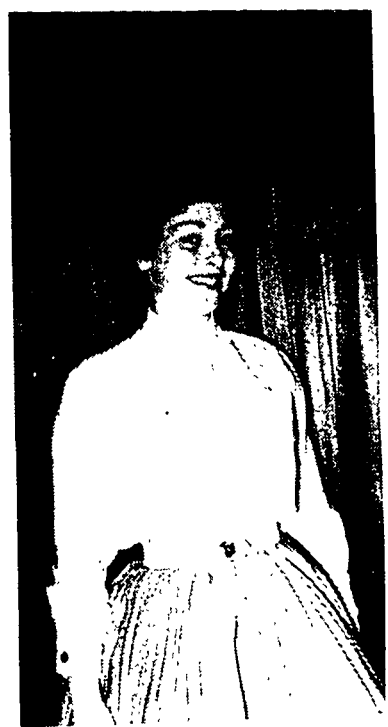


Lloyd Meeker—'55
Speech, Glens Falls, N.Y.

. . . . Juniors are Princes and Princesses



'56 Fran Fink—'56
N.Y. Lib. Arts, Forrest Hills, N.Y. . .



Karla Gubar—'57
Speech, Hempstead, N.Y.



Phyllis Lefkowitz—'57
Drama, Brooklyn, N.Y.

Election Procedure

Here they are, Ithaca College's own royalty. Next Mon., Tues., and Wed., May 4, 5, and 6, the students will go to the polls and elect the ruling monarchy for the Junior Class presentation of Spring Week-end, 1954. Voting facilities will be set up in the Annex between the hours of 9 and 4 each day.

George Lamkins, president of the Junior Class, says, "Here is the opportunity for you to pick your own 'belle of the ball' and her king. We hope that we can get the 100% cooperation of the students in this and the other phases of the week-end."

The senior boy and the senior girl who receive the highest number of votes will be the king and the queen. The senior girl getting the next highest number of votes will be the attendant.

The same procedure applies to the juniors in the selection of the prince and princess. The junior girl receiving the next highest num-

ber of votes will be the attendant.

The two girls receiving the highest number of votes in the freshman and sophomore category will also be attendants, one from each class.

Joanne Deisig, chairman of the voting, and her committee will compile the votes immediately after the voting, but will be kept secret until the Coronation ceremony Sat. afternoon. The Coronation will take place immediately after the float parade in the College Theatre.

Last minute information from Spring Week-end committees indicates that a local taxi cab company (Terminal—Phone 4-6464) has consented to provide transportation to and from the Sat. night dance at a minimum of cost. The charge, one-way, will be one dollar.

Further investigation by THE ITHACAN shows this to be very reasonable. Under other circumstances the rate for this trip could run as high as two dollars.

Selective Service To Give Special College Qualification Exam May 20

Selective Service National Headquarters announced today that it has authorized a special administration of the College Qualification Test on Thursday, May 20, 1954, for the benefit of students prevented by illness or other emergency from attending one of the regular administrations on November 19, 1953 and April 22, 1954. May 20 is the last date upon which the College Qualification Test will be held during the present academic year.

Although applications postmarked May 10, 1954, or earlier will be accepted, students wishing to apply are urged to secure, compile, and mail their applications at once. Early filing will insure a test and other necessary supplies for the student at the center he selects or at a nearby center, according to Educational Testing Service, which prepares and administers the Col-

When filling in the application, available at Selective Service local boards, the student should cross out "April 22" opposite the space reading "Center No." and write in "May 20."

WHCU Newsmen

(Cont. from page 1, col. 3)

sonnel, the fact that high school youngsters realize that specialized professional education leads to gainful employment, and in part, to Ithaca College's unique position of being one of the few institutions in this State where business is geared to a four-year curriculum.

"While the Business School offers the most shining example of growth, it is but a segment of an overall trend. It is estimated that today's 850 student enrollment will increase by two-hundred students next fall. It appears that five-hundred incoming freshmen will swell the ranks of each and every department.

"Many factors are responsible for current growth. The times are more settled, and plans of embryo students more stable. More high school students are going on to college. But as the national trend applies at Ithaca College, there is the purely local aspect that more effort is being made to attract students. One aspect is the recent creation of an office of admission. Another aspect is the strengthening of recruitment through alumni circles. For example, one graduate now coaching in the Hudson River Valley, was responsible for bringing seven high school boys to the college to enroll as students.

"The culminative effect of graduates getting jobs and advising others to follow their footsteps, has been an important part of the college development. This is particularly true of music and physical education students, where the great percentage end up in teaching jobs, and in a position to influence those of high school age.

"The placement record of Ithaca College ranks with the best records in New York State. Last year, for example, there were girl graduates who married. . . students who went on to do graduate work . . . and those who joined the armed forces. But of the students available for employment the College's record in placement was almost 100-percent.

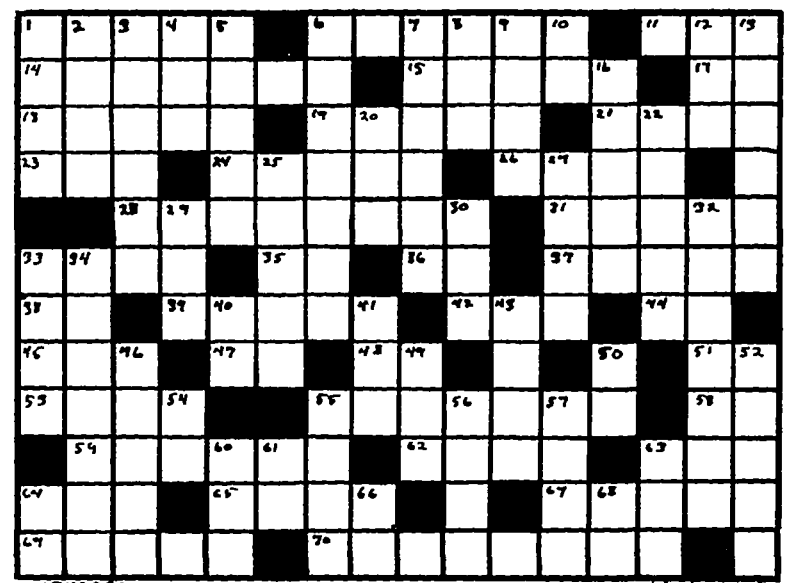
The tie between curriculum and job placement is obvious. Physiotherapists are in great demand. Trained business personnel are in great demand. Trained radio and television personnel are in great demand. Teachers of music and physical education are in great demand. In some of these fields, job openings outnumber applicants many times.

"Thus, we observe at Ithaca College, the link between growth and development and the vocational demands of our times. It emphasizes over a period of years what we see briefly in performances like "Carousel" . . . the function of the specialized professional school.

Very truly yours,
Charlie Chatfield"

The Ithacan Crossword

- ACROSS**
- 1 Light fogs
6 Confirm
11 Female leg (slang)
14 Items in ac-
counting
15 Muscular par-
alysis
17 Artificial lan-
guage
18 Play on
19 Heavenly be-
ing
21 Inclined plane
23 Self (Fr.)
24 Musical in-
strument
26 Large knife
28 Feelings
31 Net
33 Touch
35 Sleep (abbr.)
36 Thus
37 Nose
38 Boy's nick-
name
39 Lousey insect
42 Madam But-
terfly
44 High
45 N.Y. opera
house
47 Reference
48 Behold
51 Bad luck
(slang, abbr.)
53 Resound
- DOWN**
- 55 What lovers
have
58 International
Kiwanis
(abbr.)
59 Stiffens
62 Old Dog
63 Music frater-
nity at I.C.
64 Democrat
(abbr.)
65 Butter substi-
tute
67 Adam's fruit
69 Skilled
70 Broadcast



- DOWN**
- 1 Military dining
hall
2 Preposition
3 Thin line
4 The Republic
of Uruguay
(abbr.)
5 Simpletons
(slang)
6 Assaults
7 Descendants
8 Vase
9 Vermin
10 Printer's
measure
12 Extremity
13 Child
16 Primp
20 Year (Sp.)
22 The vowels
25 Give out
- 27 National So-
ciety for Sav-
ing Nickles
(abbr.)
29 Entire
30 Distress call
32 Wedding
33 Fortune
34 Popularly
chosen
40 Correlative of
nor
41 Sprite
43 Continent
46 Motif
49 Often (Poetic)
50 Part of 'to be'
52 One who
glides over
snow
54 Atop
- 55 On the ocean
61 Overhead rail-
way
63 Society for the
Prevention of
Erudition
64 City prosecu-
tor (abbr.)
66 Not off
68 Piece (abbr.)

Solution to Last Issue's Puzzle

F	O	R	T	U	N	E	S	A	M	A	S	S	S	E	V	E	N
A	R	A	B	E	X	A	S	P	E	R	A	T	E	M	E	M	O
M	E	T	H	O	I	S	T	E	D	I	A	G	O	N	A	T	
E	S	A	I	N	T	S	I	L	L	G	O	T	T	E	N		
D	A	R	N	S	Y	R	A	C	U	S	E	H	E	A	R		
R	O	U	T	E	A	L	A	S	D	E	S	E	R	T	S		
S	T	A	B	S	A	C	U	L	T	S	A	L	I	E	V		
L	I	S	A	B	L	O	O	M	E	A	S	T	E	R	S	P	
I	C	I	F	A	T	S	O	A	R	T	E	D	C				
C	S	T	A	R	S	N	O	W	T	U	R	N	B	A	S	E	
E	S	A	R	E	S	O	A	R	G	A	P	E	D				
S	T	I	L	E	T	T	O	R	E	S	N	I	P	A	R	I	D
R	E	S	E	N	T	E	D	P		T	A	R	T	A	N		
P	E	E	R	N	A	T	I	T		M	A	L	A	Y	A	N	

Is There Dirty-Work Afoot At Your House?

Porch Need Painting . . .
Yard Need Cleaning . . .
Floors Need Finishing . . .
Shrubs Need Planting . . .
Sidewalks Need Repairing?

If we can't save you money,
we won't take the job.

STUDENT SERVICES
Call 8056 or 3-2204

To Show Your Sweetheart That You Love Her—

Give Her
A Corsage
for the
MARDI-GRAS BALL

PRATT'S FLOWER SHOP

214 E. Seneca St.

Co-Rec Program Well Attended; New Games To Be Added

The newly initiated Co-Recreation program met Tues. night, Apr. 27 in the Aurora gym and attracted a crowd of at least 100 people.

Six card tables were set up for monopoly, gin rummy, pinochle, and bridge. Volleyball was the most popular floor game, and in the event that there is a greater demand for the sport, both gymnasiums will be opened.

The gymnastic team, the originator of the program, with the assistance of Mr. Carl Britell, supervised the activities on the parallel bars, the trampoline, and on the other equipment which is at the complete disposal of the group. The members of the team are: A. Heitz, F. Bleiler, E. Clement, R. Bartells, P. Rafuse, E. Storher, C. Boccia, W. McFalane, and R. Thwaites. All are willing coaches and demonstrators.

Activities for the next few weeks vary with the demands of the participants. Bowling, roller skating, swimming, and baseball are suggestions. Each week the group will plan its own sports for the following meeting.

In the future, ping pong tables will be available along with shuffle board and badminton.

This group has been organized to encourage socializing between the departments of IC. Its main aim is to fulfill the recreational needs and wants of all the students; there is no obligation other than participation.

'Carousel' Big Success; Cast Praised By Randall

"I have never known a greater consistent enthusiasm than that demonstrated by those working in all departments of the production of *Carousel*," said stage director Charles H. Randall in an interview with *The Ithacan* after the final performance of Rodgers' and Hammerstein's *Carousel* by IC's Music and Drama departments.

The show, which was given excellent reviews in both local and area newspapers, played to capacity houses for five nights. The advance sale of tickets was unusual

in that the show was almost entirely sold out a week before it opened.

Carousel was the first show of this type to be given at IC. In previous years *Folk Operas* were given. Because of *Carousel's* success, it is possible that another musical will be given next year.

Grandstand Play. In Darwin, Australia, aborigines staged a rainmaking dance as part of a native-dance festival, but had to stop when a downpour drenched the area.

MORRIS'

"60 Seconds from State"

THE PLACE TO GO . . . FOR THE BRANDS YOU KNOW

CHANDLER'S

JEWELERS

DIAMONDS

Bulova, Longines
Hamilton Watches

202 E. State St.

First Nat. Bank Bldg.

A
COMPLETE
MUSICAL SERVICE

HICKEY'S MUSIC STORE

330 E. State St.

Ithaca, N. Y.

Phone 4-1101

College Spa

'Cayugan' Off To Presses; Will Be Ready By June

The 1954 Cayugans will be ready for distribution on moving-up day, according to James Parker, Editor-in-chief of the annual. The theme for this year's yearbook will be Greek and Roman Motifs; and the layout will be a scheme of black, white, or grey.



This year's Cayugan staff. Reading left to right, they are: Mike Blodgett, adv. manager; Marlene Schmidt, photo editor; Phyl Zypes, lit. editor; Jim Parker, editor-in-chief.

The aim this year is toward more informality both in pictures and in the arrangement of material. For this reason the advertisements will be scattered throughout the yearbook instead of being incorporated in the back.

One of the new features, it was learned, is the Scampers' layout. There will be ten pictures of this year's show in the yearbook.

Jim has been assisted by Marlene Schmidt, Photography Editor; Phyllis Zypes, Literary Editor; Paul Thomann, Sports Editor; and Michael Blodgett, Advertising Manager. Also on the staff are Paula Kleinman, Dennis Horn, Joanne Deisig, Zelma Scott, Charles Rappaport, Donald Pultz, and Betty Patterson.

The books will be published by the Campus Publishing Co. of Philadelphia, and will be distributed to about 800 students, including 120 seniors. The staff estimates that the budget of \$4,000, with which it has to produce these yearbooks, will barely cover the expense of this year's issue.

Looking Through The Sportscope With Herb Burkhalter

We notice that the Baltimore Bullets selected Frank Selvy (who averaged 41.7 points per game last season) as the number one choice on their draft selection... a pretty nice plum... but then the Bullets did wind up in the cellar last season. They'll need a few more Mr. Selvy's... but then they also grabbed off big Bob Leonard, star-back-court man of Indiana U.'s Big Ten champs... Russia hasn't decided whether or not it will participate in the upcoming Olympic games to be held at Melbourne, Australia in 1956, due to the ruptured diplomatic relations... In Cuba you hear the fans scream "¡porron!" when the ball sails out of the park for a home run... and the third baseman is known as "la esquina candente" (the burning corner), the outfielders are literally translated as gardeners (jardineros), a pitcher is known as a "landazor," the catcher as the "receptor" and the batter as a "bateador." A ball is a "bola" but a hit even pronounced "heet" is the same in anybody's language... Otto Graham, star QB for the Cleveland Browns has his own TV program (this is getting to be a racket for these ex-athletes)... Pee Wee Reese has been hanging around Ebbetts Field just about as long as anyone... he's been there since 1940... do YOU remember?

(Continued on page 8)

Game, Parade, Dance...

(Continued on page 1, Col. 5)

ade, the crowning of the Spring Week-end King and Queen will take place in the College Theatre. The king and queen will be chosen from the senior class entries, and a prince and princess from the Junior class. The freshman and sophomore entries will vie for positions of attendants. The royal family chosen here will reign over the festivities at the Mardi Gras Ball.

Sat. evening at 10 o'clock, the formal ball of the week-end starts

at Ide's Drome. The band of popular Boyd Raeburn will provide the music for dancing and the feature vocalist will be Ginnie Powell, of the Lucky Strike Hit Parade. The dance will last until 2 a.m. and girls of the college will be granted permission until 2:30.

At 1 p.m. Sunday there will be a picnic at Enfield State Park, featuring races and games.

Sunday evening, providing a climax for the week-end, there will be concert by the Ithaca College Choir at 8:15 p.m. in the College Theatre.

IRV LEWIS MEN'S SHOP

120 E. STATE ST.

For The
Best
In
Food—

Plus
Fast
Courteous
Service—

Try The

Busy Bee

Next to
Grayhound terminal
S. Aurora St.

**America's
Knights of the Sky...**

*The Spartan Band that held the pass,
The Knights of Arthur's train
The Light Brigade that charged the guns,
Across the battle plain
Can claim no greater glory than
The dedicated few
Who wear the Wings of Silver
... on a field of Air Force Blue.*

For Fellowship...High Adventure...and a Proud Mission...
wear the wings of the U. S. Air Force!

In days gone by, young men in shining armor ruled the age. Today, a new kind of man rules the age—America's Knights of the Sky, the Air Force Pilots! They rule from on high, in flashing silver-winged Air Force jets... a gallant band that all America looks up to! Like the Knights of old, they are few in number, but they represent their Nation's greatest strength. If you are single, between the ages of 19 and 26½, you can join this select flying team and serve with the finest. You will be given the best jet training in the world, and

graduate as an Air Force Lieutenant earning \$5,000 a year. Your silver wings will mark you as one of the chosen few who ride the skies in Air Force jets.

As an Air Force pilot, your kingdom is space—a jet is your charger and your mission is the highest. You are a key defender of the American faith, with a guaranteed future both in military and commercial aviation.

Join America's Knights of the Sky, new men of a new age. Be an Aviation Cadet! For further information, fill out this coupon.

UNITED STATES AIR FORCE

AVIATION CADET, AFPT-R-4
Headquarters, U.S.A.F., Washington 25, D.C.

Please send me information on my opportunities as an Air Force pilot.

Name.....

Address.....

City.....State.....

Kern Pitches One-Hitter for I.C. Bombers, 5; Fairleigh-Dickinson, 0

Don Kern, a sophomore right-hander who fired a no-hitter for the Ithaca College baseball team last spring, narrowly missed another one last week as the Bombers downed visiting Fairleigh-Dickinson College of Rutherford, N.J., 5-0, on Percy Field. The lone enemy hit was a dribbled single down the third base line in the top half of the eighth inning by the opposing pitcher, Don Hetchka.

In fact, if the sudden downpour, which halted the game when the Bombers had the bases loaded in the bottom half of the eighth frame, had come a few minutes sooner Kern would have walked off with his second hitless pitching effort for the Collegians.

The Cranford, N.J., product was in complete command all the way as he struck out 10 enemy hitters and issued only two walks.

Kern allowed only five Fairleigh-Dickinson batsmen to reach base in the abbreviated game and only one got as far as third base.

Shortstop Grover (Deacon) Jones and centerfield Hugh Hurst were the batting heroes for the Collegians yesterday. Jones polled a long home run over the farthest section of the right field wall with Capt. Art Cicchetti on board in the fifth inning. It was the Deacon's second four-base smash of his first two hits of the spring, both solid doubles, to drive in two more of the five Ithaca runs.

Bombers Defeat Wilkes For 3rd Win; 8-3

By Herb Burkhalter

Ithaca College got strong pitching and clutch hitting last Saturday as it walloped Wilkes College at Wilkes-Barre, 8-3.

Bob Thwaites, Grover Jones, Art Cicchetti and Ben Maggio played the leading roles in an impressive show as the Bombers produced two enemy errors and 11 walks helped the light sticking of Bucky Freeman's charges to their fourth win of the season. They have dropped five decisions including a pair of games to Binghamton and Elmira, Eastern League teams.

Thwaites, though he required Walt Judd's help in the ninth, unfurled a fancy mound performance in the infield scratch variety over 8 innings, spacing seven hits, mostly of innings. He cut down 8 enemy batsmen in notching his third win.

Jones drove three runs home with a robust double and a sacrifice fly. Cicchetti doubled in a run, drew three passes and scored four runs. Maggio's "day" was a bases loaded single good for two runs.

Al Levine, safe on the second baseman's muf of an easy ground-er, to open the game, tallied the first of two scores, as he raced all the way home from first on Cicchetti's prodigious clout over the left-fielder's head. The IC captain stole third and rode home on Jones's long fly to center.

The final three runs came in the eighth with the aid of only a single safe blow. Hurst worked the second and was safe at second when Davis and Wilkes righthander for a walk tempted force play. Thwaites threw late to Batrone in an at-looked at a called third strike and Levine flew to right before Cicchetti was walked. Maggio's broken-bat single over first sent two more teammates across, and the final run of the inning crossed when the Wilkes flinger issued two more free passes.



Don Kern

Cheerleaders Chosen For Next Year

On Wed. evening, April 13, try-outs were held for next year's cheerleading squad. Girls were chosen on four basic points: voice, jump, poise and motions.

After the exhibitions, the following girls were chosen: Shirley Miller, Jackie Johnson, Betty Lou Wilson, Doris Herting, Amy Yoggi, Pat Brown, Carolyn Yoggi, Helen Stanton and Sharon Whitney.

At the first cheerleading meeting, Amy Yoggi was chosen captain and Helen Stanton, co-captain.

The judges were: Mrs. Hood, Miss Kelsey, George Lamkins, Joan Magee, Joan Silverman, Pat Lincoln, Frank Sirrianni and Joe Olszewski.

Sportoscope - -

(Cont. from page 7, col. 1)

didn't think you would . . . the Dodgers have averaged two home-runs per game up to this writing . . . now let's see . . . that would mean 308 per season. The Bums would really be a threat if they only had some power . . . hats off to Micky Owen of the Red Sox who is making a "Sal Maglie" comeback with the Beantowners . . . there's a lot of speculation as to how much the reinstated sacrifice fly rule will help batting averages. It really depends on the batter and how often he can hit the long ball . . . Gil Hodges was credited with three sacrifice flies in the first seven Dodger games. He was hit-

Boddie Sets New IC Discus Throwing Record

Thurm Boddie set a new Ithaca College discus record Saturday in his team's 92-34 loss to the University of Rochester at Rochester. The husky Rochester native flipped the platter 128 feet 11 3/4 inches, beating the record of 126 feet set by Mike McKillop in 1941.

Thurm was one of three Ithaca winners. Fred Bleiler of Odessa ran the two-mile in 11:49.9.

ting at a .435 clip, about 50 points higher than he would have if the flies would have been figured as outs . . . the Yankees in fifth place? Well, there are about 144 more games to go brother!

TAP Presents 3 Original One-acts

"Future Perfect"

Jim Hashim

"For All Evil"

Jim Hashim

"Before Gabriel Blew"

Vernon Hinkle

Fri. & Sat., May 7-8, 8:15 p.m., College Theatre

IC Drama Department Presents

"Millions of George"

A New Comedy by

Joel Masteroff

May 19-22

College Theatre

IT'S ALL A MATTER OF TASTE

They're all the rage with college kids,
With gals and men alike.
So round, so firm, so fully packed—
I speak of Lucky Strike!

Barbara Bennett
Lawrence College

When you come right down to it, you smoke for one simple reason...enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco...light, mild, good-tasting tobacco. Second, Luckies are actually made better to taste better...always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a carton of better-tasting Luckies today.

When buddies ask me for a smoke,
What do they get from me?
"Here's finer smoking, pal," I say,
"Cause L.S./M.F.T.!"

Ford R. Maddick
Kansas University

The cigarette that really tops
The campus hit parade
Is Lucky Strike. Enjoy the taste
Because it's better made!

Celin Vaernewyck
Boston University



COLLEGE SMOKERS PREFER LUCKIES

A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in colleges from coast to coast prefer Luckies to all other brands! The No. 1 reason: Luckies' better taste!

LUCKIES TASTE BETTER

CLEANER,
FRESHER,
SMOOTHER!

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